

MARKETING

Marketing is the study of what motivates consumers and how to influence them. Through internships and projects with real clients, Marketing majors at RWU build creative and analytical skills, understand consumer desires and behavior, and develop brand strategies. Students learn how to build integrated communication plans and develop and execute strategies.

STUDENT EXPERIENCE

Learn and Do More at RWU

With a focus on experiential learning at RWU, Marketing majors:

- Partner with community organizations and businesses to solve problems that matter. For example, RWU students worked with nonprofit youth program Riverzedge Arts to analyze data on program quality and helped a town government develop plans to motivate citizens to recycle.
- Put their business strategies to the test at collegiate competitions. Students compete in the National Student Advertising Competition (NSAC) to create original marketing strategies. At the Association for Information Systems (AIS) annual analytics challenge, students crunch actual data sets and present their ideas for solving a business problem. In 2020, our students claimed number one in the region at NSAC and took home the national championship at the AIS competition.
- Analyze case studies about real companies to determine how to operate a successful business and resonate with consumers.

- + **Are you passionate about the latest consumer trends?**
- + **Are you interested in the way companies like REI and Coca-Cola tell their stories on Instagram and build a large following?**
- + **Does it fascinate you to think about the way people make purchasing decisions?**

CAREER OUTLOOK

RWU **Marketing** alumni are working in several fields:

- Advertising and public relations
- Digital and social media marketing
- Marketing research and analytics
- Brand and product management
- Retail and fashion merchandising
- Sales and sales management
- Non-profit marketing
- Sports marketing

ALUMNI SPOTLIGHT

“All of my Marketing courses covered the foundations of what I needed to be successful, and then moving forward, the relationships that I built at Roger have carried through. I’m still in very close contact with lots of my professors and peers and those relationships are invaluable. I wouldn’t be where I am today without the guidance and continued mentorship of professors and relationships with my peers.”

Gabrielle Ciarleglio '18
Marketing
Supervisor, Paid Social at Digitas North America



AACSB
ACCREDITED

Roger Williams
University
www.rwu.edu

visit rwu.edu/go/Marketing
for program information

CURRICULUM

The Marketing program offers two distinct paths of study that will make you stand out to employers and prepare you for a successful career. Both tracks include the Business Core curriculum, which provides a strong foundation in all aspects of business. You'll learn the principles and theories of enterprise, accounting, economics, management, finance, and marketing.

Communications Track

If you are interested in a career in consumer-facing marketing such as advertising and brand management, this track will build a strong set of communication skills and develop professional expertise. You'll explore how brands are built and what makes brands resonate with consumers. You'll learn how to craft a strong brand identity that drives effective advertising and powerful marketing content.

Analysis Track

Students learn how to plan and conduct market research, as well as how to analyze and report the results. Students develop both quantitative and qualitative research skills, using the tools and strategies employed by professionals, and learn how to ask the right questions to probe for deeper insights into consumers' minds and behavior. Hands-on projects with companies and nonprofit and community organizations prepare you for a variety of career paths.

Special Courses

With both programs, you'll customize your degree by choosing from several electives such as::

- Geographic Analysis of Data
- Research & Practicum
- Consumer Behavior
- Business Ethics
- Sports Marketing
- Sustainability Marketing
- Advertising Campaigns
- International Marketing

Get a Great Internship

Our students intern at organizations such as:

- '47 (sports apparel)
- Citizens Bank
- Havas Media
- New England Patriots
- Alex & Ani
- Digitas
- L'Oreal USA
- TJX Corporations
- Boston Red Sox
- Disney
- NBC Universal
- US Sailing

Earn your BA/BS and MBA in 5 years

Interested in getting an MBA? The accredited 4+1 Master of Business Administration program allows you to earn both the B.S. and MBA degrees in just 5 years. The program includes strategic thinking, problem solving, data analytics, and leadership skills to thrive in a competitive business environment. A guaranteed internship and international study component provide practical, real-world experience, preparing you for a successful career anywhere in the global economy.

 rwu.edu/go/MBA

Add Credentials to Your Résumé

Our programs in the fast-growing areas of Business Analytics and Risk Management can complement any Business major. The Business Analytics minor teaches you how to make effective decisions using data analysis and data visualization, while our three-course Certificate in Risk Management focuses on how organizations protect themselves from a variety of risk challenges, including cyberattacks, natural disasters, and terrorism.

 rwu.edu/go/risk-management

OVER 80% OF RWU STUDENTS GRADUATE WITH MORE THAN JUST A SINGLE MAJOR

Design your experience with your passion and have a unique career advantage with a minor or double major. Many students combine **Marketing** with:

- Graphic Design
- Web Development
- Management
- Global Communication
- Psychology
- Public Relations